Eastman Kodak Co. [no date]

[Pamphlet advertising various types of Kodak cameras.]

# Kodak

## REFLECTIONS

PHOTOGRAPHY is a part of vacation now-a-days.

No matter what kind of a trip you may take, you want pictures of the places you visit and of the people you see. There is enjoyment as you go along in the picture-taking, and at the end of the trip there is something more than the mere recollection of interesting lands—something more tangible, something that your friends can enjoy.

Nor do you need to wait until you reach home to see the results of your photographic work. All over this country and Europe are photo supply dealers who make a business of developing travelers' film and finishing their pictures. Or, you may "do the rest" yourself if you like. It is perfectly practical either while on your trip or after you return home.

With the Kodak Developing Machine, film may be developed in your hotel, on shipboard, or even on the train. The printing, too, may be done almost anywhere.

Velox and Sepia post cards are among the new interesting things in photography. They are printed in accordance with government regulations and may be had of any photo dealer. You can print them at your hotel, or camp — perhaps writing a few lines to go with the pictures— and mail them to your friends at home as souvenirs from your vacation haunts.

## The Kodak at Home

You are staying at home this summer?

There's almost a vacation in a Kodak. Summer time in city or town offers countless photographic opportunities. There's a picture in every alley, if one is alert. Note the group of ragged urchins in that door-

way; look at the lighting on the faces of those two octogenarians at the gate; see the children in the public square; the streets crowded with traffic; the pleasure seekers in the park.

And above all, there's home portraiture. Picturing the baby is always a fascinating occupation — especially easy in summer when the little ones may be taken out of doors. And what priceless value the pictures will have in after years.

## For Children, Too

Photography is not alone for those of maturer years. The simplified apparatus of to-day makes it practical for children. Very small folks can learn to take excellent pictures, and a camera will be a source of enjoyment and profit to them through the long vacation.

It is the Kodak and the Kodak products that have made photography simple. It is this simplicity which has

made picture-making a pleasure to everyone. 'Tis the Kodak quality that has made our goods known the

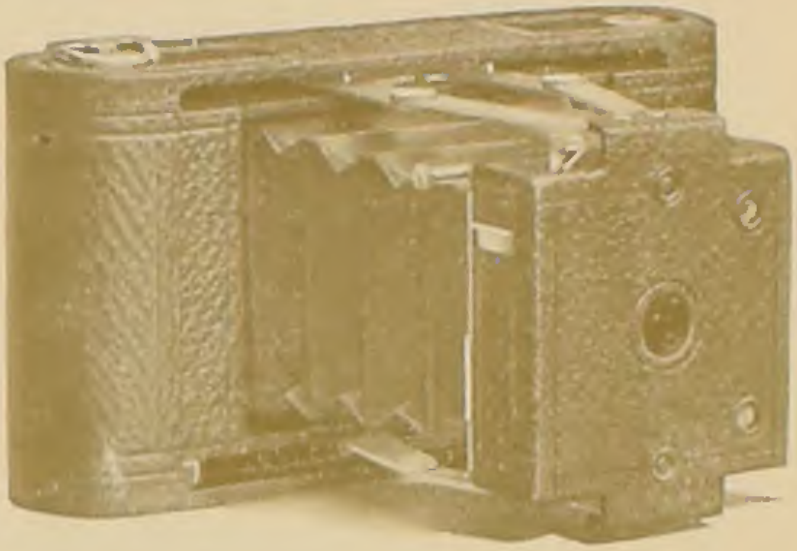
world over — made us by far the largest manufacturers of both photographic apparatus and photographic materials.

## All by Daylight

The whole Kodak system tends to simplicity. It has now eliminated the dark-room entirely. Loading, unloading, developing are all by daylight, if one has a Kodak and a Kodak Developing Machine. The printing, too, has been simplified until there are now a dozen printing processes within the easy mastery of the beginner, and none of them requiring a dark-room. The chemical part is easy, too,—no weighing, no fussing; just mix powders with water—that's your chemistry in the Kodak way of picture-making.

This booklet does not pretend to be a complete catalogue of the Kodak line. In the pages that follow we tell something of the cameras themselves, but if you are interested you should ask your dealer for a complete Kodak catalogue. It is an illustrated newsletter from Rochester, the Home of the Kodak. It tells all about the new good things in photography.

Eastman Kodak Company.



THE No. 0, No. 1 and No. 1A Folding Pocket Kodaks are the most compact of all cameras, yet are capable of a very high order of photographic work. They can be carried in the pocket without attracting attention. A single motion extends bellows and they are ready for use.

Enough film for an entire vacation trip, of a size to fit any one of them, could easily be carried in the pocket — and the weight is but a trifle.

# No. 0, 1, and 1A Folding Pocket Kodaks

THESE Kodaks differ little except in size, all being equipped with the Eastman Automatic Shutter with which "snapshots" and time exposures are made by touching different levers. All three are fitted with excellent lenses, are covered with fine seal grain leather and have nickel fittings. The No. 1 and No. 1A have two finders, one for vertical and the other for horizontal exposures. The No. 0 has but one. Each one will slip readily into a pocket, and the aluminum construction makes them light yet strong. They each have capacity for 12 exposures without reloading.

## The Price

| | |
|---|---|
| No. 0 Folding Pocket Kodak, pictures 1⅝ x 2½, | $6.00 |
| N. C. Film Cartridge, 12 exposures . . . . | .25 |
| Do., 6 exposures . . . . . | .15 |
| Black Sole Leather Carrying Case with strap . | 1.00 |
| No. 1 Folding Pocket Kodak, pictures 2¼ x 3¼ with Achromatic Lens . . . . . | 10.00 |
| N. C. Film Cartridge, 12 exposures . . . . | .40 |
| Do., 6 exposures . . . . . | .20 |
| Black Sole Leather Carrying Case with strap . | 1.25 |
| No. 1 A Folding Pocket Kodak, pictures 2½ x 4¼ with Achromatic Lens . . . . . | 12.00 |
| N. C. Film Cartridge, 12 exposures . . . . | .50 |
| Do., 6 exposures . . . . . | .25 |
| Black Sole Leather Carrying Case with strap . | 1.25 |

THE latest model of the No. 2 Folding Pocket Kodak has rapid rectilinear lens, F. P. K. automatic shutter and the three-lock focusing device by which the front locks automatically at the desired focus or, with focus set at 20 feet, allows the instrument to be used as a fixed focus camera. A camera of unusual scope for an instrument taking 3¼ x 3½ pictures.

# No. 2 Folding Pocket Kodak

THIS Camera takes pictures of the popular 3½ x 3½ size yet folds into such small compass that it goes readily into the pocket. It measures but 1½ x 4½ x 6¼ inches, weighs 18 ounces and has capacity for 12 exposures without reloading or may be loaded for 6, 4 or 2 exposures. The F. P. K. automatic shutter with which the No. 2 Folding Pocket Kodak is equipped, has iris diaphragm stops Nos. 4, 8, 16, 32, 64 and 128, and has "instantaneous," "bulb" and "time" actions, and operates with either the bulb or finger release. It is always set.

The No. 2 Folding Pocket Kodak has a Rapid Rectilinear lens of high quality, and brilliant finder with hood. The three-lock focusing device permits setting the lens at different focus or the instrument may be used as a fixed focus camera.

## The Price

| | |
|---|---|
| No. 2 Folding Pocket Kodak, pictures 3½ x 3½ inches, with F. P. K. Automatic Shutter and Rapid Rectilinear Lens . . . . | $15.00 |
| N. C. Film Cartridge, 12 exposures . . . | .60 |
| Do., 6 exposures . . . . . | .30 |
| Do., "Double Two" Cartridge, 4 exposures | .20 |
| Black Sole Leather Carrying Case with shoulder strap . . . . . | 1.25 |

THE No. 3 Folding Pocket Kodak is a most serviceable camera for those who insist upon an instrument which can be carried in the pocket; yet who wish to undertake important photographic work. It takes a picture 3¼ x 4¼ inches; it is very compact and very light, the body being of aluminum, and will stand the wear and tear of travel.

# The No. 3 Folding Pocket Kodak

THIS camera is fitted with our F. P. K. Automatic Shutter which has iris diaphragm stops with openings for Nos. 4, 8, 16, 32, 64 and 128, and the "instantaneous", "bulb" and "time" actions. It has double combination lenses, strictly rectilinear and very rapid.

The camera has two tripod sockets, one for vertical, the other for horizontal exposures, and brilliant reversible finder with hood.

It has capacity for 12 pictures 3¼ x 4¼ inches, yet weighs only 23 ounces, and measures but 1⅝ x 4½ x 7½ inches.

These instruments will be furnished with a rising and sliding front, for an extra charge of one dollar.

By the use of a simple Adapter these cameras may be readily used with glass dry plates. This attachment has a ground glass for focusing and uses single aluminum plate holders.

## The Price

| | |
|---|---|
| *No. 3 Folding Pocket Kodak, for pictures 3¼ x 4¼ inches, with Rapid Rectilinear Lens, speed *f.* 8, F. P. K. Automatic Shutter . | $17 50 |
| *Do., B. & L. Automatic Shutter . . . . | 25.00 |
| Black Sole Leather Carrying Case, with strap | 1.25 |
| Glass Plate Adapter, with ground glass . . | 3 50 |
| Single Glass Plate Holders, 3¼ x 4¼, each . | .50 |
| N. C. Film Cartridge, 12 exposures, 3¼ x 4¼ | .70 |
| Do., 6 exposures . . . . . | .35 |
| Do., "Double-Two" Cartridge (4 exposures) | .25 |

*Add one dollar if Rising and Sliding Front is desired.

THE No. 3 A Folding Pocket Kodak is broader in scope than anything heretofore attained in pocket photography. The size and shape of the pictures it takes, 3¼ x 5½ inches, makes it ideal for landscape work when used horizontally, while vertically it makes portraits of a very desirable size. 3A negatives are particularly adapted to post-card printing.

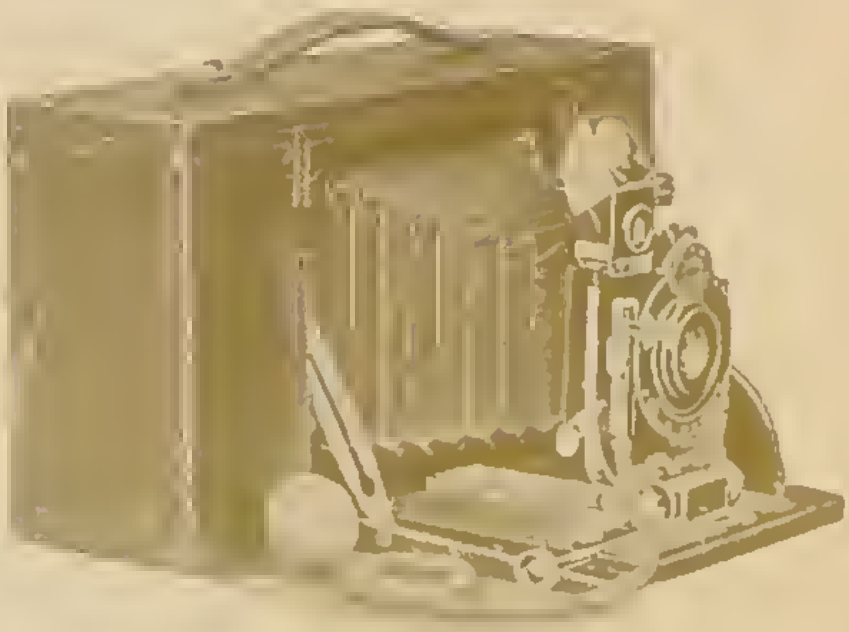
# No. 3A Folding Pocket Kodak

THE lenses furnished with the regular equipment are rapid rectilinear and are selected and tested with the utmost care. They have a focal length of 6½ inches and a speed of *f*. 8, covering fully with this opening. The shutter is the F. P. K. Automatic, described on page 11.

A desirable feature with which every No. 3A Folding Pocket Kodak is equipped is the rising, falling and sliding front. There are tripod sockets for both vertical and horizontal exposures, a brilliant reversible finder, a spirit level, reversing with the finder and a focusing scale. The measurements are 1⅞ x 4¾ x 9½ inches, and the weight, loaded for 10 exposures 3¼ x 5½ inches, only 41 ounces. Made of aluminum, covered with the finest seal grain leather, and with full nickel fittings. By the use of an Adapter (extra) 3¼ x 4¼ glass plates may be used.

## The Price

| | |
|---|---|
| Folding Pocket Kodak No. 3A, for pictures 3¼ x 5½ inches, with Rapid Rectilinear Lens, speed *f*. 8 and F. P. K. Automatic Shutter | $20.00 |
| Do., with B. & L. Automatic Shutter | 27.50 |
| N. C. Film Cartridge, 12 exposures, 3¼ x 5½ | .70 |
| Do., 6 exposures | .40 |
| Do., "Double-Two" Cartridge (4 exposures) | .30 |
| Black Sole Leather Carrying Case, with strap | 1.50 |
| Glass Plate Adapter, with ground glass | 3.50 |
| Single Glass Plate Holders, 3¼ x 4¼, each | .50 |



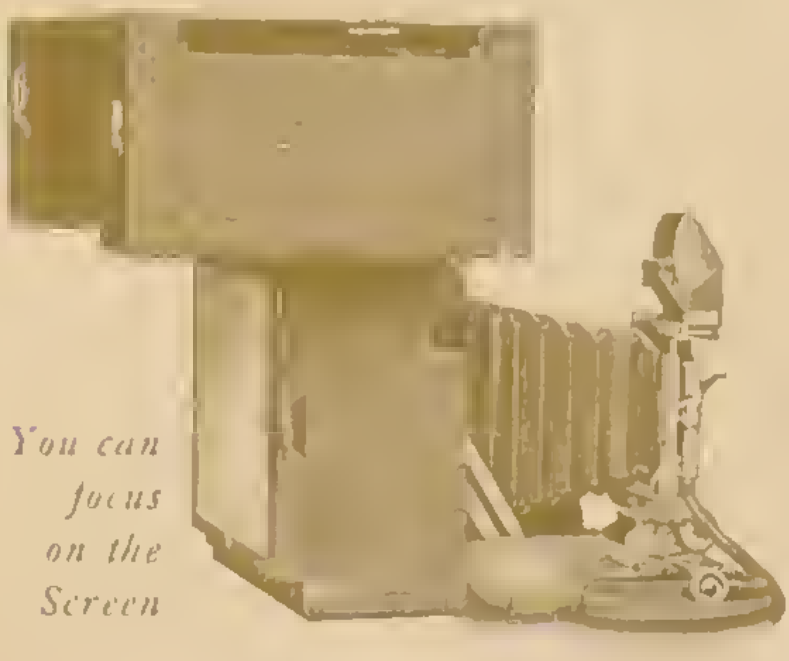
WITH the No. 4 Screen Focus Kodak one can focus on the screen or ground glass without removing the roll of film from the camera. This camera will be especially appreciated by those careful photographers who wish to use film on account of its convenience, yet who want to be able to perfect the composition of their picture by seeing it on the ground glass before exposure. However, all the old Kodak simplicity is retained in this instrument.

# No. 4 Screen Focus Kodak

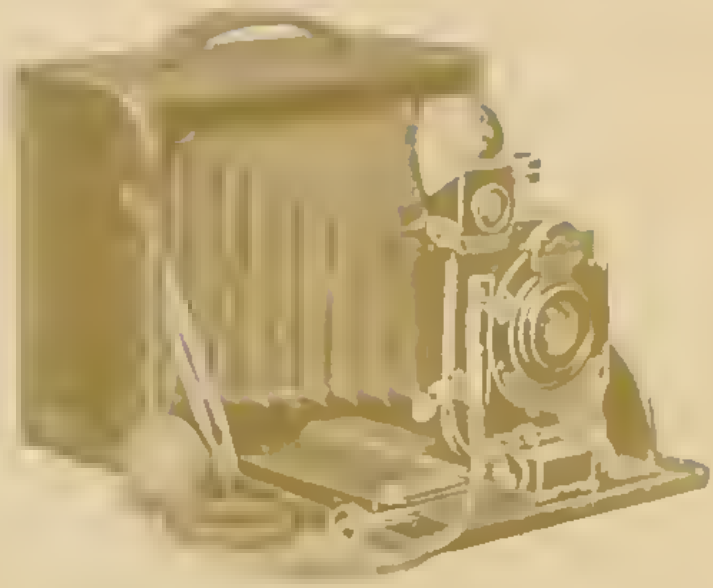
*Ready May 15th*

THIS instrument like all of the other Kodaks is built on the Cartridge system daylight loading principle, but permits focusing on the screen or ground glass without removing the roll of film from the camera. This is accomplished by simply swinging the roll holder containing the film out of the focal plane whenever it is desired to use the ground glass. Focusing may be done between each exposure.

In operating, the film cartridge is loaded into the camera in daylight in the usual way. To focus on the ground glass, first pull a dark



*You can focus on the Screen*



*As a Plate Camera*

slide from its position in the roll-holding part of the Kodak and insert it in front of the film. This renders the film chamber light-proof. The whole back of the Kodak containing film is then swung-up out of the focal plane and a ground glass, always carried in the back of camera, is placed in position. The film cannot be swung up until the dark slide is in position in front of the film.

The roll holder being raised, it catches automatically. The screen or ground glass frame is then removed from its recess in roll holder, and snapped into position at the back instantly. After focusing the ground glass is returned to its place, and pressure on a spring releases catch which holds roll holder in position.

# No. 4 Screen Focus Kodak—Continued

The film is then let down into the focal plane, the dark slide removed and exposure made. If desired the usual focusing scale may be used instead of the ground glass.

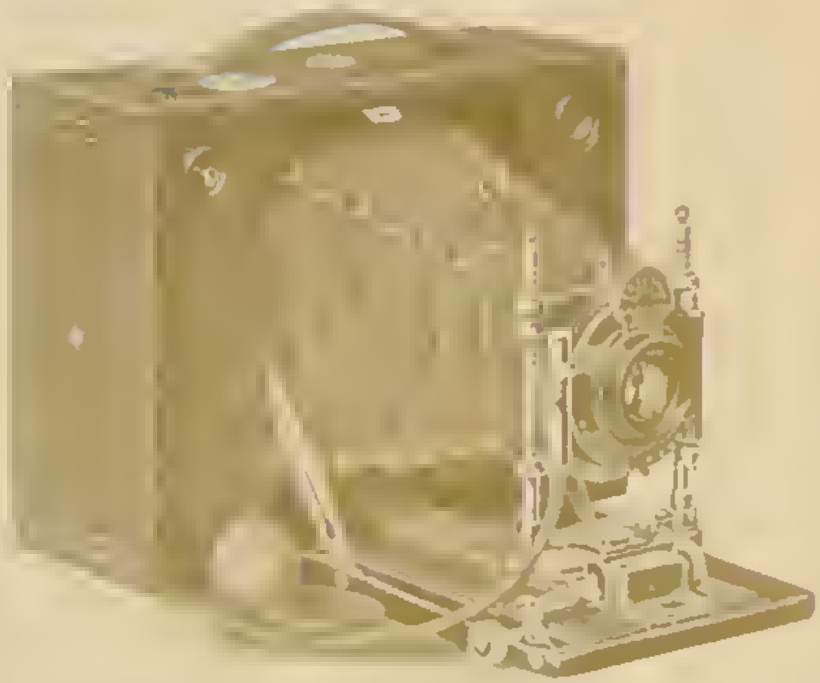
The No. 4 Screen Focus Kodak becomes a plate camera by merely removing the roll holder and adjusting the plate holder back containing ground glass and focusing shade.

The optical equipment consists of a Rapid Rectilinear lens of exceptional quality and the Kodak Automatic Shutter, which gives automatic exposures from $\frac{1}{100}$ to 1 second, and has the "bulb" and "time" actions.

It has rising and sliding front and brilliant reversible finder with hood; double extension bed; tripod sockets for both vertical and horizontal exposures, and is covered with finest seal grain leather with nickeled fittings.

## The Price

| | |
|---|---|
| No. 4 Screen Focus Kodak, for 4 x 5 pictures, Rapid Rectilinear Lens and Kodak Automatic Shutter | $30.00 |
| N. C. Film Cartridge, 12 exposures 4 x 5 | .90 |
| Do., 6 exposures | .45 |
| Do., "Double-Two" Cartridge (4 exposures) | .30 |
| Black Sole Leather Carrying Case, velvet lined | 2.50 |
| Glass Plate Adapter | 2.00 |
| Double Glass Plate Holders, 4 x 5, each | 1.00 |



IN the Cartridge Kodaks we have combined important features of adjustment, with a rigid construction and an optical equipment of the highest order. They are made to withstand the roughest usage, and their scope includes everything from portraiture to view work, while as enlarging cameras they are simple and practical.

Marked improvement in the shutter equipments has been made in the new models at no advance in price.

# Cartridge Kodaks

CARTRIDGE Kodaks are as handsome in finish as the finest seal grain leather, nickel and polished mahogany can make them. The lenses furnished are strictly rectilinear having a working speed of *f*. 8.

The Nos. 3 and 4 are regularly fitted with our new Kodak Automatic Shutter.

We now equip the No. 5 Cartridge Kodak regularly with the well-known Unicum shutter.

The new Cartridge Kodaks have rising and sliding front, extra extension bellows, 2 finders, 2 spirit levels each. The glass attachments, supplied (extra) for the Cartridge Kodaks, are attached by simply removing the back and replacing with glass plate attachment.

## The Price

### NOS. 3 AND 4 CARTRIDGE KODAKS

| | No. 3 | No. 4 |
|---|---|---|
| Cartridge Kodak, R.R. Lens, Kodak Automatic Shutter | 3¼ x 4¼ $20.00 | 4 x 5 $25.00 |
| N. C. Film Cartridge, 12 exposures | .70 | .90 |
| Do., 6 exposures | .35 | .45 |
| Do., "Double-Two" Cartridge, 4 exposures | .25 | .30 |
| Plate Adapter, with ground glass | 2.00 | 2.50 |
| Double Plate Holders, each | 1.00 | 1.00 |

### NO. 5 CARTRIDGE KODAK

| | |
|---|---|
| Cartridge Kodak, Rapid Rectilinear Lens, Unicum Shutter | 7 x 5 $35.00 |
| Do., with B. & L. Automatic Shutter | 40.00 |
| N. C. Film Cartridge, 12 exposures, 7 x 5 | 1.60 |
| Do., 6 exposures | .80 |
| Do., "Double-Two" Cartridge, 4 exposures | .55 |
| Glass Plate Adapter, with ground glass | 3.00 |
| Double Plate Holders, each | 1.25 |

THE purchase price of the No. 2 Flexo includes every requisite for picture taking except the film, whereas the price of most of the so-called $5 plate cameras includes but one plate holder and a further expenditure of $2 or $3 is necessary to supply the required number of holders.

It has the Kodak Quality.

# No. 2 Flexo Kodak

THE No. 2 Flexo is fitted with a fixed focus achromatic lens, set of three stops, finder, socket for tripod screw and our improved Rotary Shutter. Snap shots are made by pushing a lever alternately to the right or left. To make time exposures, a slide in the side of the camera is pulled up, and the Kodaker then merely pushes the shutter lever in one direction to open the shutter, and in the opposite direction to close it.

The Flexo has a capacity of 12 exposures without reloading, making pictures 3½ x 3½ inches. It measures 4⅜ x 4⅝ x 5⅞ inches, and weighs 19 ounces. Covered with fine seal grain leather, has nickeled fittings, and is handsomely finished.

Explicit directions for operating the Kodak and for developing and printing pictures come with each instrument. Anybody can make good pictures with a Flexo.

## The Price

| | |
|---|---|
| No. 2 Flexo Kodak, for pictures 3½ x 3½ inches, with Achromatic Lens . . . . . | $5.00 |
| N. C. Film Cartridge, 12 exposures, 3½ x 3½ | .60 |
| Do., 6 exposures . . . . . | .30 |
| Do. "Double-Two" Cartridge (4 exposures) . | .20 |
| Black Sole Leather Carrying Case, with shoulder strap . . . . . | 1.25 |

IN no camera is the Kodak simplicity more marked than in the No. 2 Bulls Eye. Anyone can learn to take good pictures with one of these simple instruments in a few minutes. It makes photography easy.

The pictures are the popular 3½ x 3½ size. Bust portraits of large size may be obtained by adjusting the Kodak Portrait attachment and bringing the camera within 3½ feet of the subject.

# The No. 2 Bulls-Eye Kodak

THE No. 2 Bulls-Eye first made the cartridge system of photography popular, and for more than 10 years its simple and practical excellence has maintained it as the leader among box form cameras. It has a capacity of 12 pictures, 3½ x 3½ inches, measures 4½ x 4⅞ x 5¾ inches, and weighs 22 ounces. It has a meniscus achromatic lens with fixed focus of 4½ inches, the Eastman Rotary Shutter, which allows both instantaneous and time exposures, set of three stops, brilliant finder, socket for tripod screw.

The No. 2 Bulls-Eyes are covered with the finest seal grain leather, have nickeled fittings and are handsomely finished.

Like all other Kodaks they are subjected to the most rigid inspection before leaving the factory.

## The Price.

| | |
|---|---|
| No. 2 Bulls-Eye Kodak, for pictures 3½ x 3½ inches, fitted with Meniscus Achromatic Lens | $8.00 |
| N. C. Film Cartridge, 12 exposures, 3½ x 3½ | .60 |
| Do., 6 exposures . . . . . | .30 |
| Do., "Double-Two" Cartridge (4 exposures) | .20 |
| Black Sole Leather Carrying Case, with shoulder strap . . . . . | 1.25 |

ANY bright school boy or girl can readily learn to take pictures with a No. 1 or No. 2 Brownie Camera. But the fact that they are simple to operate does not mean they do not make good pictures. Indeed photographic work of a very high quality can be done with their accurate little lenses and shutters. The enormous quantities of Brownies sold makes possible their very low price, $1 and $2 each.

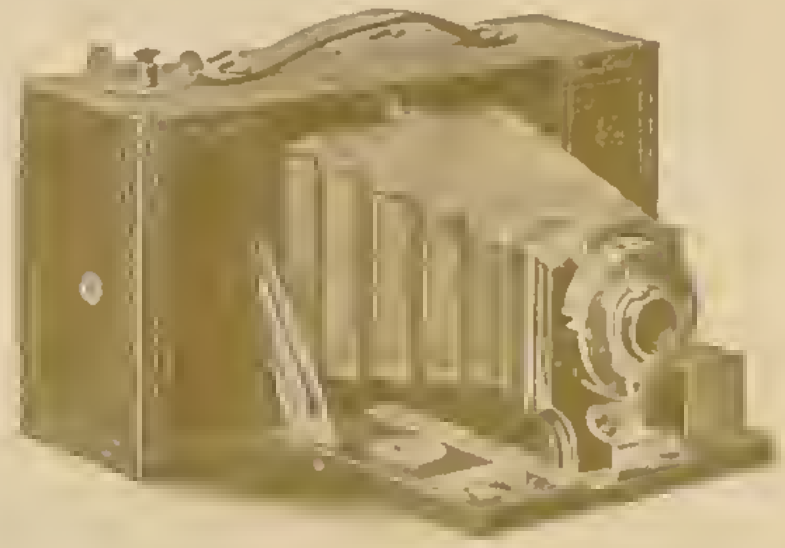
# No. 1 and No. 2 Brownie Cameras

NO. 1 Brownie Cameras make pictures $2\frac{1}{4} \times 2\frac{1}{4}$, loading in daylight for six exposures. They have $3\frac{1}{4}$ inch focus meniscus lenses, and the Eastman Rotary Shutter, the same as the No. 2 Bulls-Eye Kodak (described on page 23), the shutter, however, having one stop only. These instruments measure $3 \times 3\frac{1}{8} \times 4\frac{7}{8}$ inches and weigh 8 ounces. V shaped lines on top of camera give the scope of view, or a Brownie finder (detachable) may be provided for only 25 cents.

The No. 2 Brownie Cameras differ little from the No. 1, except in size. They take pictures $2\frac{1}{4} \times 3\frac{1}{4}$ inches, and have two finders. "Brownies" are covered with fine imitation leather, and have nickeled fittings. Instruction book free with each instrument.

## The Price

| | |
|---|---|
| No. 1 Brownie Camera, for $2\frac{1}{4} \times 2\frac{1}{4}$ pictures | $1.00 |
| N. C. Film Cartridge, 6 exposures, $2\frac{1}{4} \times 2\frac{1}{4}$ | .15 |
| Brownie Finder, detachable | .25 |
| No. 1 Brownie Carrying Case, holding Camera and Finder | .50 |
| No. 1 Brownie Developing and Printing Outfit, including Dekko Paper for 24 prints | .90 |
| No. 2 Brownie Camera for $2\frac{1}{4} \times 3\frac{1}{4}$ pictures | 2.00 |
| N. C. Film Cartridge, for 6 exposures, $2\frac{1}{4} \times 3\frac{1}{4}$ | 20 |
| No. 2 Brownie Carrying Case, with shoulder strap | .75 |
| A B C Developing and Printing Outfit | 1.50 |



THE No. 2 Folding Brownie is an application of the folding idea in camera construction to the Brownie series. It's almost a Kodak.

Hundreds of thousands of the little box form Brownies are in successful use. The new Brownie is sure to attain an equal measure of popularity. It marks another forward step in the growth and development of the Brownie idea—the making of photography a cheap and simple enjoyment for everybody.

# No. 2 Folding Brownie Cameras

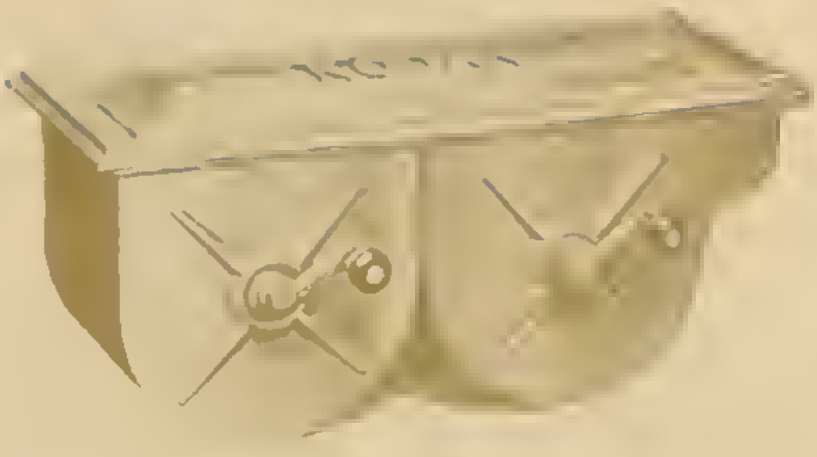
THE No. 2 Folding Brownie takes pictures 2¼ x 3¼ inches and loads in daylight for six exposures. It has our new Brownie automatic shutter, with iris diaphragm, and a fine meniscus lens. It has the three lock focusing device by which the front locks automatically at 8, 20, or 100 feet focus. This makes focusing very simple yet greatly increases the scope of the camera. With the focus set at the 20 foot mark, the instrument may be used as a fixed focus camera.

The No. 2 Folding Brownie has a reversible finder for vertical or horizontal exposures, two tripod sockets. It is covered with a fine quality imitation leather, has full nickeled fittings, and is beautifully finished.

The back of the Folding Brownie is hinged, and opens by a single motion to allow insertion of the roll of film.

## The Price

| | |
|---|---|
| No. 2 Folding Brownie Camera, for pictures 2¼ x 3¼ inches, Brownie Automatic Shutter . | $5.00 |
| N. C. Film Cartridge, 6 exposures, 2¼ x 3¼ | .20 |
| No. 2 Folding Brownie Carrying Case . . . | .75 |
| No. 2 Folding Brownie Portrait Attachment . | .50 |



NO dark room is needed to develop films if you use the Kodak Developing Machine. Its operation is to the last degree simple and the results are better than those obtained by the darkroom method of development. With the Kodak Developing Machine one can develop at the hotel, in camp, on shipboard or even on a train.

It is of special convenience to those who wish to make negatives for printing on photographic post cards to send from vacation resorts.

# Kodak Developing Machines

THE Kodak Developing Machines are constructed of brass and fully nickeled, and are durable and handsome.

They may be readily packed in the traveler's trunk or suit case, or the style A, E and H Machines may be carried as hand baggage in their handsome wooden cases. All Kodak or Brownie film cartridges may be developed in these machines. Any roll holder cartridges, except the No. 4 Horizontal (4-inch spool) and the No. 5, may also be developed in the Kodak Developing Machine. Full directions for operating accompany each machine.

## The Price

| | |
|---|---|
| Style A Kodak Developing Machine. For use with No. 0, No. 1 and No. 1A Folding Pocket Kodak, No. 1 Panoram-Kodak and No. 1 and No. 2 Brownie Cartridges (price includes a handsomely finished wooden carrying case, with leather handle) . . . . . | $6.00 |
| Style E Kodak Developing Machine. For use with Kodak and Brownie Cartridges of all sizes up to and including 4 x 5 (price includes a handsomely finished wooden carrying case, with leather handle) . . . . . | 7.50 |
| Style H Kodak Developing Machine. For use with No. 5 Cartridge Kodak Films or any smaller size (price includes a handsomely finished wooden carrying case, with leather handle) . . . . . | 10.00 |
| The "Brownie" Kodak Developing Machine. For use with No. 1 and No. 2 Brownie Cartridges (packed in neat wooden box) . . . | 2.00 |

MADE, by the light from an ordinary window, with a No. 3 Folding Pocket Kodak (negative 3¼ x 4¼ inches) and Kodak Portrait Attachment.

Reduced from the original size.

# Kodaks and Brownies with Portrait Attachments

KODAKS and Brownie Cameras are splendidly adapted to portraiture. With a 50 cent attachment on the small instruments one can make good sized head and shoulder pictures, while the attachments which we now furnish for the Cartridge and other Kodaks of larger size, enable one to make bust portraits of any size desired, limited only by the dimensions of the plate.

The Kodak Portrait Attachments are simply extra lenses which slip on in front of the regular lenses. The quality of work done with them is the very best.

They in no way affect the operation of the fixed focus Kodaks except that they make them cut sharp at a distance of 3½ feet, and thus throw more distant objects out of focus.

With those Kodaks which are not fixed focus a table is provided for setting the focus to obtain bust pictures of various sizes.

## The Price

Kodak Portrait Attachment . . . . . $ .50

For use with all regularly equipped Kodaks listed in this booklet. May also be used with the No. 2 Brownie and No. 2 Folding Brownie Cameras. Be sure and give exact designation of instrument when ordering and when to be used with a pneumatic release shutter also give exact designation of same. With each portrait attachment are furnished full directions for its use.

# Special Equipments

IN the place of the excellent regular equipment with which they are furnished, the Nos. 3 and 3A Folding Pocket Kodaks, the Cartridge Kodaks and the Screen Focus Kodaks are furnished with anastigmat lenses and special shutters when desired.

These special equipments, including a more detailed description of the Kodaks themselves, and a full list of the Kodak papers and sundries, will be found in the 1904 Kodak catalogue, which may be had of any dealer, or will be mailed free upon request.

"*If it isn't an Eastman, it isn't a Kodak.*"

Eastman Kodak Company.

Rochester, N. Y.

JOHN WANAMAKER,
Chestnut, Market and 13th Streets,
Philadelphia, Pa.